Strengthen your Web site

Catholics Come Home

- Communications Department
  Diocese of Green Bay
Agenda

- How to evaluate your current Web site
- How to promote your site
- How to keep people coming back
How to evaluate your current Web site
Evaluate your current Web site

Why do it?

- It's a natural progression in your conversation with your Web users
- It's the only way to learn about what you are doing right and what needs to be changed
- Getting feedback can help you grow your number of users
Evaluate your current Web site

- How do you do it?
  - Scientific data can be elusive and expensive for most budgets
  - Cheap options
    - Hallway discussion
    - Focus group (facilitated by someone divested of the project)
    - Survey Monkey (http://www.surveymonkey.com/)
Evaluate your current Web site

How do you do it?

Key questions:

1. How often do you use our Web site? (1/mo., 4/mo.)
2. What are you looking for on our Web site?
3. Did you find it?
4. What would cause you to use it more often?
5. How did you hear about our Web site?
6. What does our parish Web site do well?
7. How could we improve our parish Web site?
Evaluate your current Web site

- How do you do it?
  - Other cheap options
    - Google Analytics
      - Free
      - Comprehensive
      - Complements feedback
How to Promote Your Site
How to promote your site

- Identify all current communications
  - Does your Web site address appear in:
    - The parish bulletin
    - Posters in the lobby or gathering space
    - Automated telephone message
    - External building signs (marquee)
    - Yellow Pages ad
    - Billing statements, etc.
How to promote your site

- Find like-minded partners
  - Would a neighboring business list yours if you listed theirs?
  - Neighboring parishes
  - Diocesan Web site

- Mention it in your external communications
  - News releases
  - Event listing on community calendars (newspapers and TV stations)
How to promote your site

- Facebook
  - Friend other Catholic individuals and entities

- Twitter
  - Follow other Catholic individuals and entities
How to keep people coming back
How to keep people coming back

- Content is king
  - Like a restaurant, people come back when they find something they like

- Shout it from the rooftop
  - Use free sites like Twitter and Facebook to let people know what is going on and to engage them in a conversation
  - Provide brief, regular updates in traditional sources
    - Parish bulletin, Mass announcements, etc.
Questions?